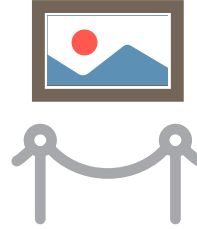


ATTENDANCE



502,113
visitors experienced groundbreaking exhibitions from international and local collections and institutions*



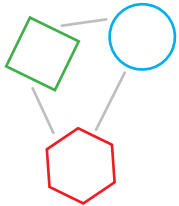
85,577
SDMA visitors received free gallery admission**

↑ 3%
vs FY23

*SDMA and MOPA@SDMA locations. Note: MOPA@SDMA is Pay What You Wish.

**Includes Art Bridges Foundation Access for All grant, providing free admission for military and students, plus second Thursdays of every month.

EDUCATION & OUTREACH



3,457
students served via workshops

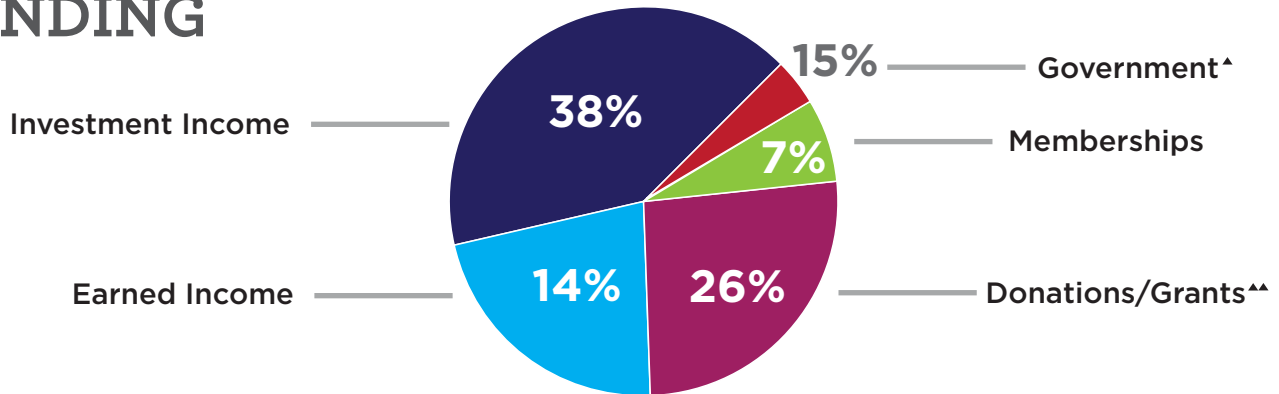


5,136
users for iPad interactives



17,125
participated in Art and Empathy programming

FUNDING



Endowment **\$65 million** / Operating budget **\$18.4 million** (FY25)

▲ Includes estimated Employee Retention Credit

▲▲ Includes Art Bridges Foundation Access for All grant, providing free admission for military and students, plus second Thursdays of every month.

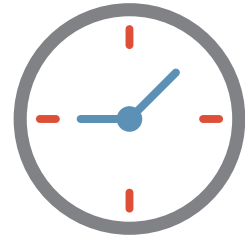
TECHNOLOGY



77,500
downloads



742 audio stops



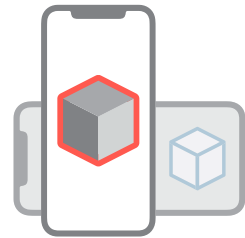
26 hours of audio content



USED OFFSITE IN
29 + 63
states countries



124 videos



20 augmented reality experiences

ACCESSIBILITY

7

different language tours

Hello!

ENGLISH

Hola!

SPANISH

Kamusta

TAGALOG

سلام

FARSI

你好

MANDARIN

안녕하세요

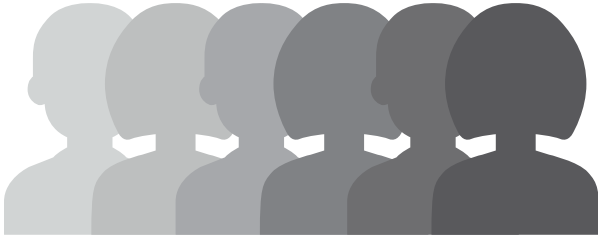
KOREAN

Здравствуй!

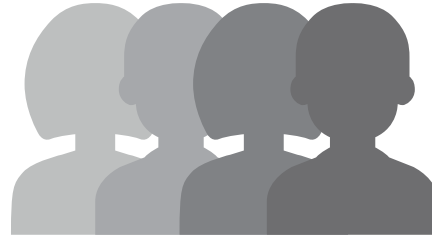
RUSSIAN

VOLUNTEERS

503 VOLUNTEERS



63 DOCENTS



CURATORIAL

**FROM 3000 BC
TO PRESENT DAY**



LOANING WORKS TO PRESTIGIOUS MUSEUMS AROUND THE WORLD



**WE RECEIVED
ON LOAN**



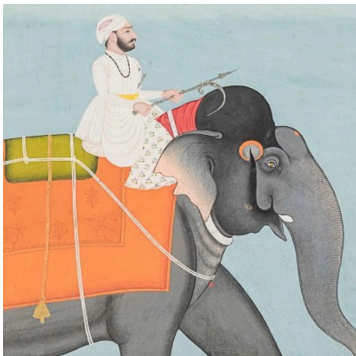
WORKS OF ART

**ACQUIRED
MORE THAN**



WORKS OF ART

SDMA TRAVELING EXHIBITIONS:



**India: South Asian
Paintings from The San
Diego Museum of Art**



O'Keeffe and Moore

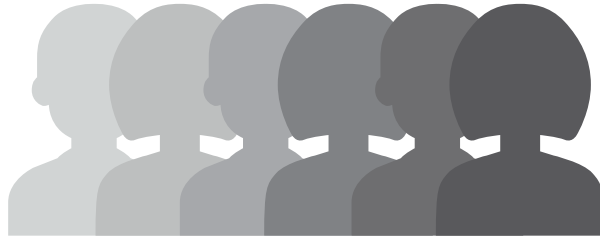


**Georgia O'Keeffe and
Henry Moore: Giants of
Modern Art**

ART ALIVE

13,000

people experienced
Art Alive



WEBSITE TRAFFIC

360,000

unique visitors to
our website



SOCIAL MEDIA PERFORMANCE

f 54,391
FOLLOWERS

 **48,250**
FOLLOWERS

X 52,414
FOLLOWERS



117,897

Total Average
Monthly Impressions



5,436

Total Average
Monthly Engagements



3.8%

Total Average Monthly
Engagement Rate



+30% military attendees
vs. last year



+5% college students
vs. last year



visitors from all 50 states
and 82 countries